

Message Text

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PAGE 01 PARIS 17400 140857Z

ACTION EB-07

INFO OCT-01 AF-10 EUR-12 NEA-10 ISO-00 COME-00 USIA-15

FAA-00 DOTE-00 /055 W

-----140908Z 059850 /20

R 140846Z JUN 77

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 4084

INFO AMEMBASSY ABU DHABI

AMEMBASSY ALGIERS

AMEMBASSY AMMAN

AMCONSUL AMSTERDAM

AMEMBASSY ANKARA

AMCONSUL ANTWERP

AMEMBASSY ATHENS

USINT BAGHDAD

AMCONSUL BARCELONA

AMEMBASSY BEIRUT

AMEMBASSY BELGRADE

AMEMBASSY BERLIN

AMEMBASSY BERN

AMEMBASSY BONN

AMCONSUL BORDEAUX

AMCONSUL BREMEN

AMEMBASSY BRUSSELS

AMEMBASSY CAIRO

AMCONSUL CASABLANCA

AMEMBASSY COPENHAGEN

AMEMBASSY DAMASCUS

AMEMBASSY DUBLIN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL GENOA

AMEMBASSY THE HAGUE

AMCONSUL HAMBURG

AMEMBASSY HELSINKI

AMEMBASSY JIDDA

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AMEMBASSY KHARTOUM

AMEMBASSY KUWAIT

AMEMBASSY LISBON

AMEMBASSY LONDON

AMEMBASSY LUXEMBOURG

AMCONSUL LYON

AMEMBASSY MADRID

AMEMBASSY MANAMA
AMCONSUL MARSEILLE
AMCONSUL MILAN
AMCONSUL MUNICH
AMEMBASSY MUSCAT
AMCONSUL NAPLES
AMCONSUL NICE
AMEMBASSY NICOSIA
AMEMBASSY OSLO
AMEMBASSY RABAT
AMEMBASSY ROME
AMCONSUL ROTTERDAM
AMEMBASSY STOCKHOLM
AMCONSUL STRASBOURG
AMCONSUL STUTTGART
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMCONSUL THESSALONIKI
AMEMBASSY TRIPOLI
AMEMBASSY TUNIS
AMCONSUL TURIN
AMEMBASSY VIENNA
AMCONSUL ZAGREB
AMCONSUL ZURICH

UNCLAS PARIS 17400

PASS COMMERCE

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E.O. 11652: N/A

TAGS: BEXP, FR

SUBJECT: PROMOTION CAMPAIGN FOR 1977 PARIS AIR SHOW
JUNE 3 - 12.

REF: STATE A-428, JAN 26, 1977

1. REF AIRGRAM REQUESTED POSTS ASSISTANCE IN PROMOTING AND PUBLICIZING THE PAS TO ENCOURAGE ATTENDANCE BY KEY INDUSTRY, MILITARY AND GOVERNMENT OFFICIALS TO US PAVILION, PAS. INVITATION MAILING SENT ON APRIL 4 HAS THUS FAR RESULTED IN APPROXIMATELY FIFTEEN PERCENT RETURN. US PAVILION CATALOG, PAVILION V.I.P. INVITATION AND INDIVIDUAL COMPANY BROCHURES (AS REQUESTED) WERE SENT TO ALL RESPONDEES. REPFIND BOOKLET WAS ALSO SENT TO ALL PROSPECTIVE REPRESENTATIVES WHO RESPONDED.

2. PRESS RELEASES WERE MAILED DIRECTLY TO JOURNALISTS IN TARGET MARKET COUNTRIES.

3. IN ORDER TO EFFECTIVELY EVALUATE RESULTS AND STRATEGY OF THE MARKETING CAMPAIGN, POSTS ARE REQUESTED TO ADVISE DMA DIRECTOR OF MARKETING ACTIVITIES OF PRESS COVERAGE IN YOUR LOCAL PUBLICATIONS, ANY ANNOUNCEMENTS IN COMMERCIAL BULLETINS, AND INQUIRIES THAT YOU MAY HAVE RECEIVED.

4. TO GIVE APPROPRIATE CREDIT TO POSTS THAT HAVE ASSISTED MARKETING STAFF IN PROMOTION EFFORTS, POSTS ARE REQUESTED TO ADVISE DMA OF ALL EFFORTS (INCLUDING NUMBER OF PERSONAL CALLS) UNDERTAKEN BY POSTS AS SOON AS POSSIBLE.

5. COPIES OF ANY AVAILABLE INFORMATION (I.E. LETTERS, PRESS ARTICLES AND COPIES OF COMMERCIAL BULLETINS SHOULD BE SENT TO DMA BERYL COHEN.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770211-0828
Format: TEL
From: PARIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770659/aaaabzqe.tel
Line Count: 140
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Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
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Previous Handling Restrictions: n/a
Reference: 77 STATE A-428
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 27-Oct-2004 12:00:00 am
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
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SAS ID: 2158378
Secure: OPEN
Status: NATIVE
Subject: PROMOTION CAMPAIGN FOR 1977 PARIS AIR SHOW JUNE 3 - 12.
TAGS: BEXP, FR
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